

## **II) REMARKS**

This Amendment is submitted in response to the Office action dated October 6, 2004. A request to extend the time to respond by three months until April 6, 2005 is enclosed.

The Examiner has noted that the line numbering for the claims as originally filed was not the preferred format; Applicant has therefore used the format in the claims presented herein wherein each claim restarts the line numbering and each line has a line number printed.

The Examiner has objected to the specification and drawings in stating that current U.S. patent policy does not permit the use of hyperlinks in the specification since links are directed to Internet sites in which the contents may change without notice. Applicant points out that the present invention relates to the use of a linkage code for retrieving a URL template, filling out that URL template, and then using the completed URL template to link to the referenced resource (as is explained in detail below). By its very nature, the invention involves the use of URLs and they are used in the specification to give examples of the operation of the invention. Applicant uses the URLs in the specification and drawings as an aid in describing the invention and its preferred embodiments. Applicant is not using the URLs to reference any information in particular that might be required for describing the invention. For example, Applicant is not explaining that part of the invention is described at a resource located at a certain URL wherein understanding of the operation of the invention requires the information at that resource, which may of course change over time. Eliminating the description of the URLs from the specification would make it more difficult to explain the invention in a clear and concise manner as required. Thus, Applicant traverses this requirement and submits that the specification and drawings should not be modified as indicated by the Examiner. If the Examiner maintains the objection, then Applicant requests that the Examiner provide a specific citation to proper authority that explains this policy so that Applicant may address compliance in an appropriate manner.

The Examiner has noted that certain trademark terms require capitalization; Applicant has amended the specification to include such capitalization of trademark terms.

The Examiner has rejected the claims 1-2, 4, 6, 7-8, and 11-12 under 35 USC 102(e) as being unpatentable over Perkowski, U.S. Patent No. 6,625,581 ("Perkowski). Claims 3, 5, 9 and 10 have been rejected under 35 USC 103(a) as being unpatentable over Perkowski in view of Official Notice. The Applicant has amended the claims above in order to more clearly distinguish the present invention from the cited prior art, traverses the instant rejection and respectfully requests reconsideration in view of the following remarks.

The present invention, as set forth in amended claim 1, is a method of enabling a client device to access a primary content file that resides on a primary content server on a network such as the Internet. First, a linkage code that includes a routing identification code and an item identification code is input into the client device. The linkage code is transmitted over the network from the client device to a URL-assembly server on the network. The URL-assembly server extracts the routing identification code from the linkage code and then transmits the routing identification code to a routing server over the network. The URL-assembly server obtains from the routing server a URL template associated with the routing identification code, the URL template including the name of a resolution server and at least one parameter field to be completed by the URL-assembly server. The URL-assembly server completes the URL template by filling in at least the item identification code, and it then returns the completed URL template to the client device. The client device sends the completed URL template to the resolution server named in the URL template to determine the location of the primary content file based on the item identification code. The resolution server returns a primary content URL to the client device that specifies the location of the primary content file at the primary content server. In dependent claim 2, the primary content file URL is used to provide the primary

content file to the client device from a primary content server identified by the primary content file URL.

New claim 13 has been added, depending from claim 1, which specifies that a client device identification code is transmitted by the client device to the URL-assembly server along with the linkage code, wherein the client device identification code functions to identify operational characteristics of the client device. In this case, the client device identification code is then transmitted by the URL-assembly server to the routing server along with the routing identification code. The URL template obtained from the routing server is thus associated with the client device identification code and the routing identification code. This provides for device-based routing, where different client devices having different characteristics and thus different client device identification codes may use the same linkage code yet retrieve different primary content files, which will allow for variations in capabilities of the different client devices such as different display capabilities. This is explained in the specification for example at page 12, lines 3-26 and page 14 lines 18-28; thus, no new matter has been added.

The Perkowski reference does not teach or suggest this novel and unobvious invention as claimed herein. The Perkowski patent relates to a method for purchasing a product over the Internet, in which a web page is embedded with a tag that is associated with a Consumer Product Information Request (CPIR) enabling servlet stored on a web server on the Internet. When a consumer views the web page and clicks on the tag due to his interest in the product associated with the tag, then the associated CPIR enabling servlet is initiated at the web server, and a request for information is thereby executed for the consumer product identified by the servlet. In response to the request, information is retrieved and displayed on the consumer's web browser, which includes a URL that points to an e-commerce enabled store on the web at which the consumer may purchase the desired product (see Claim 1).

The Examiner alleges that Perkowski teaches obtaining from a routing server a template associated with the routing code (e.g. part of a UPC bar code), wherein the URL

template has the name of a resolution server and at least one parameter field to be completed by the client, at column 106, lines 55-60; column 41, lines 42-64, and column 42, lines 43-67. The first passage provided by the Examiner is as follows:

displaying said Web page with said CPIR-enabling Servlet tag embedded therein, on a Web-browser enabled graphical user interface (GUI) [running] on a client computer operably connected to said information network and accessible by a consumer

The second passage relied on by the Examiner provides as follows:

In general, the URL stored in the URL Information Field specifies the address of an information resource on the Internet (e.g. Web), and thus may point to any one of the following types of information resources: a HTML document or file on the World Wide Web (expressed in the HyperText Markup Language); a single record in a database; the front-end of an Internet program such as Gopher; or the results of a query made using another program. In accordance with convention, the syntactic structure of each URL generally comprises: a Protocol Specifier, such as "http", "ftp", "gopher", "news", or "mailto", and specifies the type of resource that the URL is pointing (i.e. connecting) to; a Host Indicator, represented by double slashes "/" if the URL is requesting information from a Web Server; Server Name comprising an Internet Domain Name (e.g. "www."), the address of the Web Server (e.g. "ibm." and a designator (e.g. "com", "edu", "int", "mil", "net", "org", etc.) identifying who owns the server or where it is located; a Path Name, such as "Products/Computers/", indicating a path to the destination information file on the identified Server; and a Resource Name (including file extension, e.g. ".html"), such as "aptiva.html", identifying the actual named information file that contains actual information resource specified by the URL.

The third passage relied on by the Examiner provides as follows:

In order to provide the requester greater control over what information is actually displayed on its client subsystem, the URL Information Field of the IPI Database shown in FIG. 4AI contains a number of information subfields. As shown in FIG. 4A2, these information subfields comprise: a Product Advertisement Information Field for storing information representative of URLs pointing to information on the Internet relating to advertising and/or promotion of the product; a Product Specification (i.e. Description) Information Field for storing information representative of URLs pointing to information on the Internet relating to specifications on the product; a Product Update Information Field for storing information

representative of URLs pointing to information on the Internet relating to product updates, recalls, notices, etc; a Product Distributor (e.g. Wholesaler and/or Resaler) Information Field for storing information representative of URLs pointing to information on the Internet relating to distribution, sale and/or ordering of the product; a Product Warranty/Servicing Information Field for storing information representative of URLs pointing to information on the Internet relating to warranty, extended warranty offerings, servicing and maintenance of the product; a Product Incentive Information Field (e.g. rebates, discounts and/or coupons) for storing information representative of URLs pointing to information on the Internet relating to rebates,

None of these passages on which the Examiner relies teach or suggest the step of obtaining from a routing server a template associated with the routing code (e.g. part of a UPC bar code), wherein the URL template has the name of a resolution server and at least one parameter field to be completed by the client, as specified in claim 1. These passages simply discuss URL's in general and various types of URLs that are stored in the database.

The Examiner also alleges that Perkowski teaches completing the URL template by filling in the item identification code at column 42, lines 43-67 (see passage above). Again, this passage discusses various types of URLs that are stored in a database and does not teach or suggest the claim limitation that the URL template is filled in by the item identification code, which is obtained from inputting a linkage code into the client device.

In addition, the Applicant has amended the claim to recite the step of:

(b) transmitting the linkage code from the client device to a URL-assembly server, the URL-assembly server extracting the routing identification code from the linkage code

The claim has also been amended to clarify that the URL-assembly server performs the functions of transmitting the routing identification code to the routing server and

completing the returned URL template by filling in the item identification code. The prior art Perkowski reference makes no reference to any such URL-assembly server or either of these functions that are performed by the URL-assembly server.

Thus, it is respectfully submitted that claim 1 as presently amended is in condition for allowance.

Claim 2 depends from claim 1 and includes all of the limitations of claim 1 and is therefore allowable for at least the same reasons specified above.

New claim 13 has been added and depends from claim 1. Claim 13 provides that a client device identification code is transmitted by the client device to the URL-assembly server along with the linkage code, the client device identification code functioning to identify operational characteristics of the client device. The client device identification code is transmitted by the URL-assembly server to the routing server along with the routing identification code, and the URL template obtained from the routing server is associated with the client device identification code and the routing identification code. This provides for device-based routing, where different client devices having different characteristics and thus different client device identification codes may use the same linkage code yet retrieve different primary content files, which will allow for variations in capabilities of the different client devices such as different display capabilities. This is not taught or suggested by the Perkowski reference and claim 13 is in condition for allowance.

Claims 3-6 have been amended to depend from claim 13 and are also in condition for allowance.

Claims 7-12 and 14 are similar to claims 1-6 and 13, but in system format. These claims are also in condition for allowance.

Applicant thus submits that the entire application is now in condition for allowance, early notice of which would be appreciated. Should the Examiner not agree with the Applicants' position, a personal or telephonic interview is respectfully requested to discuss any remaining issues and expedite the eventual allowance of this application.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'ARBarkume', is written over a horizontal line.

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